

AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims.

1. (Currently Amended) A method, comprising:

receiving data at a first hand-held device from a second hand-held device via short range communication, wherein the data includes a connection log, of the second hand-held device, that specifies information relating to a previously established communication connection between the second hand-held device and one or more other hand-held device; determining, at the first hand-held device, a match between the data received at the first hand-held device and other data associated with one or more other hand-held device within a short-range communication range of the first hand-held device, wherein the other data includes a connection log, of the first hand-held device, that specifies information relating to a previously established communication connection between the first hand-held device and the one or more other hand-held device; creating, at the first hand-held device, a log entry in accordance with the match; and providing generating a recommendation for presentation to a user of the first hand-held device relating to the data received at the first hand-held device after one or more criteria have been met in accordance with the match, wherein the criteria include a specification of at least a predefined number of matches between the data received at the first hand-held device and the data associated with the one or more other hand-held devices encountered within the short range communication range of the first hand-held device.

2. (Currently Amended) The method of claim 1, wherein the data received at the first hand-held device further includes at least an identifier for data held by the second hand-held device.

3. (Original) The method of claim 2, wherein the identifier is a unique identifier.

4. (Original) The method of claim 2, wherein the identifier is an international standard book number.

5. (Previously Presented) The method of claim 2, wherein the identifier is an international mobile equipment identity identifier.

6. (Currently Amended) The method of claim 2, wherein the data received at the first hand-held device further includes a data element held by the second hand-held device.

7. (Original) The method of claim 6, wherein the data element is a phone number.

8. (Original) The method of claim 6, wherein the data element is a universal resource locator.

9. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is not browsable by the user.

10. (Original) The method of claim 1, further comprising: determining if the user already possesses data relating to the recommendation.

11. (Original) The method of claim 1, wherein the recommendation is provided at a particular

period of time after the one or more criteria have been met.

12. (Original) The method of claim 1, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

13. (Previously Presented) The method of claim 1, wherein the recommendation is provided after the user performs an operation with the first hand-held device.

14. (Previously Presented) The method of claim 1, wherein the recommendation suggests to the user addition of data relating to the data received at the first hand-held device.

15. (Previously Presented) The method of claim 14, wherein the data suggested for addition is held by the second hand-held device.

16. (Canceled)

17. (Previously Presented) The method of claim 1, wherein bluetooth is employed for the short-range communications.

18. (Previously Presented) The method of claim 1, wherein a one-way hash of a unique identifier associated with the second hand-held device is employed in creating the log entry.

19. (Original) The method of claim 1, wherein one or more criteria provide for weighting of log entries.

20. (Original) The method of claim 1, wherein the recommendation is not provided after expiration of a validity period.

21. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is updated.

22. (Original) The method of claim 1, wherein the user is directed to a source for information regarding data suggested by the recommendation.

23. (Original) The method of claim 1, wherein an advertiser learns if the user complied with the recommendation.

Claims 24-47 (Canceled)

48. (Currently Amended) A hand-held apparatus, comprising:
a memory having program code stored therein; and
a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the processor, in accordance with the program code, is configured to:

receive data from a second hand-held apparatus via short range communication, wherein the data includes a connection log, of the second hand-held device, that specifies information relating to a previously established communication connection between the second hand-held device and one or more other hand-held device;

determine a match between the received data and other data associated with one or more other hand-held apparatuses within a short-range communication range, wherein the other data includes a connection log, of the first hand-held device, that specifies information relating to a previously established communication connection between the first hand-held device and the one or more other hand-held device;

create a log entry in accordance with the match; and

provide generate a user targeted recommendation for presentation relating to the received data after one or more criteria have been met in accordance with the match,

wherein the criteria include a specification of at least a predefined number of matches between the received data and the data associated with the one or more other hand held apparatuses encountered within the short range communication range.

49. (Currently Amended) The hand-held apparatus of claim 48, wherein the received data further includes at least an identifier for data held by said hand-held apparatus within the short-range communication range.

50. (Previously Presented) The hand-held apparatus of claim 49, wherein the identifier is a unique identifier.

51. (Previously Presented) The hand-held apparatus of claim 49, wherein the identifier is an international standard book number.

52. (Previously Presented) The hand-held apparatus of claim 49, wherein the identifier is an international mobile equipment identity identifier.

53. (Currently Amended) The hand-held apparatus of claim 49, wherein the received data further includes a data element held by said hand-held apparatus within the short-range communication range.

54. (Previously Presented) The hand-held apparatus of claim 53, wherein the data element is a phone number.

55. (Previously Presented) The hand-held apparatus of claim 53, wherein the data element is a universal resource locator.

56. (Previously Presented) The hand-held apparatus of claim 48, wherein the received data is not user browsable.

57. (Previously Presented) The hand-held apparatus of claim 48, wherein the processor is further configured to determine if data relating to the recommendation is already user possessed.

58. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

59. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

60. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is provided after a user operation.

61. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation suggests addition of data relating to the received data.

62. (Previously Presented) The hand-held apparatus of claim 61, wherein the data suggested for addition is held by said hand-held apparatus within the short-range communication range.

63. (Canceled)

64. (Previously Presented) The hand-held apparatus of claim 48, wherein bluetooth is employed for the short-range communications.

65. (Previously Presented) The hand-held apparatus of claim 48, wherein a one-way hash of a unique identifier associated with said hand-held apparatus within the short-range communication range is employed in creating the log entry.

66. (Previously Presented) The hand-held apparatus of claim 48, wherein one or more criteria provide for weighting of log entries.

67. (Previously Presented) The hand-held apparatus of claim 48, wherein the recommendation is not provided after expiration of a validity period.

68. (Previously Presented) The hand-held apparatus of claim 48, wherein the received data is updated.

69. (Previously Presented) The hand-held apparatus of claim 48, wherein there is user direction to a source for information regarding data suggested by the recommendation.

70. (Previously Presented) The hand-held apparatus of claim 48, wherein an advertiser learns if user compliance with the recommendation occurred.

Claims 71-94 (Canceled)

95. (Currently Amended) A hand-held apparatus, comprising:
hardware means for receiving data from a second hand-held apparatus via short range communication, wherein the data includes a connection log, of the second hand-held

device, that specifies information relating to a previously established communication connection between the second hand-held device and one or more other hand-held device;
hardware means for determining a match between the received data and other data associated with one or more other hand-held apparatuses within a short-range communication range, wherein the other data includes a connection log, of the first hand-held device, that specifies information relating to a previously established communication connection between the first hand-held device and the one or more other hand-held device;
hardware means for creating a log entry in accordance with the match; and
hardware means for providing generating a user targeted recommendation for presentation relating to the received data after one or more criteria have been met in accordance with the match,
wherein the criteria include a specification of at least a predefined number of matches between the received data and the data associated with the one or more other hand held apparatuses encountered within the short range communication range.

96. (Currently Amended) A hand-held apparatus, comprising:
a memory having program code stored therein;
a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code; and
a short-range communications interface disposed in communication with the processor;
wherein the processor, in accordance with the program code, is configured to:
determine a match between data received, via the short-range communications interface, from a second hand-held apparatus and other data associated with one or more other hand-held

apparatuses within a short-range communication range, wherein the received data includes at least an identifier for data associated with the one or more other hand-held apparatuses within the short-range communication range and a connection log, of the second hand-held apparatus, that specifies information relating to a previously established communication connection between the second hand-held apparatus and one or more other hand-held apparatus, and the other data includes a connection log, of the first hand-held apparatus, that specifies information relating to a previously established communication connection between the first hand-held apparatus and the one or more other hand-held apparatus;

create a log entry in accordance with the match; and

~~provide generate, after one or more criteria have been met, a user targeted recommendation~~

~~for presentation relating to the received data in accordance with the match;~~

~~wherein the criteria include a specification of at least a predefined number of matches~~

~~between the received data and the data associated with the one or more other hand held~~

~~apparatuses encountered within the short range communication range.~~

97. (Previously Presented) The method of claim 1, further comprising:

transmitting, to the second hand-held device via the short range communication, information

corresponding to the log entry.

98. (Previously Presented) The hand-held apparatus of claim 48, wherein the processor, in accordance with the program code, is further configured to:

transmit, to the second hand-held device via the short range communication, information corresponding to the log entry.

99. (Previously Presented) The hand-held apparatus of claim 95, further comprising: hardware means for transmitting, to the second hand-held device via the short range communication, information corresponding to the log entry.

100. (Previously Presented) The hand-held apparatus of claim 96, wherein the processor, in association with the short-range communications interface, is further configured to: transmit, to the second hand-held device via the short range communication, information corresponding to the log entry.

101. (New) The method of claim 1, wherein the connection log information includes either connection type, connection duration, time of connection, date of connection, or a combination thereof.

102. (New) The method of claim 1, wherein the data from the second hand-held device further includes address book information or information about content stored on the second hand-held device.